ABSTRACT OF THE DISCLOSURE

An effective advertisement method considers the circumstances of individual users. This invention comprises a received advertisement data base which stores advertisement data; a time obtaining section which obtains the present time; a preference obtaining section which obtains preferences of a user; a position obtaining section which obtains the present position of an advertisement receiver; an advertisement storage processor which sets selection standards for receive time and the user's receive position and preferences, selects advertisement data which satisfies all the selection standards from the received advertisement data, and stores them in a received advertisement data base; an advertisement extracting section which evaluates the time, position, and preferences of the advertisement data stored in the received advertisement data base based on the reproduction time, the reproduction position of the user, and the user's preferences, and extracts the advertisement data in order of the highest evaluations; and an advertisement presenting section which presented the extracted advertisement data to the user.